



NEWS RELEASE

Ethiopian Airlines Launches New Tourism Website

New Travel & Tourism Website Geared to North American Travelers

New York, NY, June 29, 2007 – Ethiopian Airlines launched a new travel and tourism website which has been designed specifically for the North American travelers looking to visit Ethiopia and East Africa. The website; www.seeyouinethiopia.com will feature detailed information tailored for travelers from North America.

Tewolde Gebremariam, COO for Ethiopian Airlines, said this new web site will promote Ethiopia as well as the entire region of Eastern Africa and generate additional visitors coming to experience the wonders that are located there. "This new web site is a key component to our strategy in capitalizing on the growing U.S. market. Until now, consumers had to visit multiple sites to find information, book tickets, learn about the specific travel requirements and all of the incredible attractions that Ethiopia had to offer. We've literally created a one-stop shop, where travelers can buy airline tickets, book air-inclusive packages; see what specific attractions have special interest for them and more. Additionally, there will be information on selected tours to Ethiopia, as well as tours to Kenya and Tanzania making it easier than ever for travelers to have the information they want, when they want it and to book their holidays to experience our wonderful part of the world."

The new web site will feature detailed information on the many culturally significant cities and towns that are found throughout Ethiopia. From the rock-hewn churches of Lalibela to the castles of Gondar, there will be detailed information promoting these attractions to all travelers. Ethiopia is a multi-faceted country, from the cosmopolitan capital of Addis Ababa to significant archaeological sites where the earliest remains of humankind have been uncovered. Now, all of the information is available on the www.seeyouinethiopia.com website.

Girma Wake, CEO of Ethiopian Airlines, stated, "As more Americans discover the wonders of Ethiopia, it becomes important to fully understand their travel patterns and habits. Our research has shown that when Americans travel great distances they seek to visit multiple destinations. This new website is the perfect tool for easily booking travel to Ethiopia."

Ethiopia has been called the cradle of mankind, and with good reason. Here you will discover brilliant culture, rich with old world traditions, enjoy coffee where it was first discovered and participate in a traditional coffee ceremony. Walk through ancient kingdoms and visit the bathing pool of the Queen of Sheba or gaze in awe at Tiya with its 32 carved stalae from an ancient Ethiopian culture.

Discover the culture and history of Ethiopia at www.seeyouinethiopia.com, choose any tour package that suits your desires, and depend on Ethiopian Airlines to take you on a first class world adventure.

About Ethiopian Airlines

Ethiopian Airlines is one of the largest airlines in Africa, as winner of the 2007 African Business of the Year and Best African Airline Award for 2006 service and quality are superior when flying Ethiopian Airlines. Featuring six flights weekly from Washington D.C.'s Dulles International Airport, the airline offers both morning and evening departures, with the morning departure allowing seamless connections to 28 African destinations. The airline's website provides excellent information on additional flights services and special web fares. Ethiopian Airlines provides seamless connections to 45 destinations around the globe. For more information about Ethiopian Airlines visit, www.ethiopianairlines.com

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